

## EU Code of Conduct for Responsible Food Business and Marketing Practices – NTNUs activities report (April 2024)

As the largest university in Norway, NTNU works strategically to move society towards sustainable food systems with key roles such as:

- 1) providing students with the relevant expertise, skills, and motivation,
- 2) developing successful models of collaboration with different actors in the food systems,
- 3) sharing knowledge and co-creating with food actors and society and
- 4) developing research, innovation, and collaboration methods to equip society with a well-functioning toolbox for a successful and measurable change.

The main strategic initiatives since signing the Code were reported in April 2023 and this report shows the strategic activities since the last reporting in the table below divided into (1) education, (2) regional initiatives, (3) international activities, (4) research projects, and (5) European platforms and networks linked to the aspiratory goals.

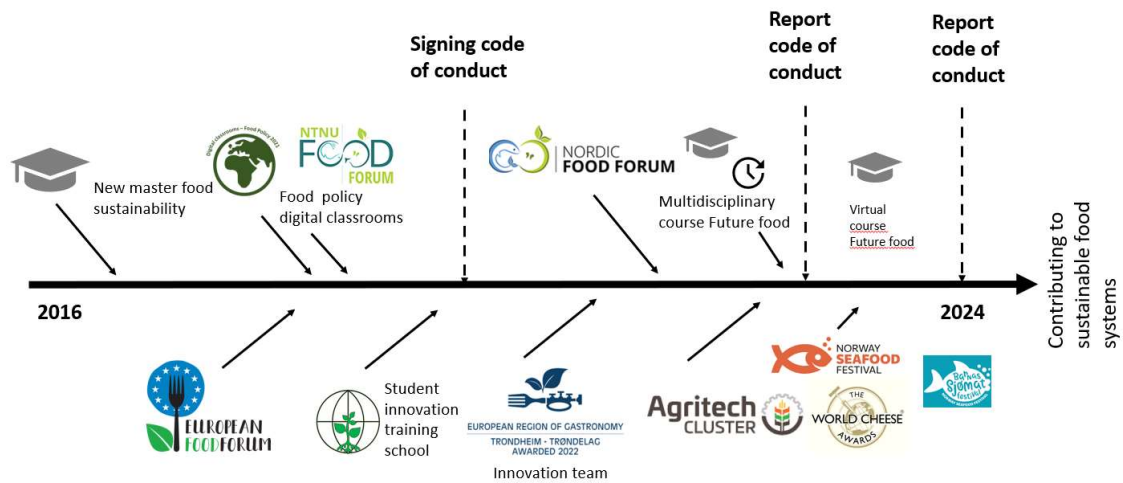


Figure 1. Main strategic initiatives and annual events linked to the Farm to Fork Strategy and Code of Conduct.

ACTIVITIES	ACTIVITIES PERFORMED AND ROLE	TARGET GROUP	#GOAL
<b>EDUCATION</b>			
Digital classrooms where students meet policymakers (EU)	Annual. The last edition was organised in September 2023, and we are planning the 2024 edition. The Code of conduct is one of the topics.	Students, food actors and policy actors	1-4
Co-creation workshops between students, industry	Annual. The last edition was done in September 2023, comprising 8 different regional food actors ranging from a small-scale cheese producer to recirculation businesses and military kitchens	Students, food actors and educators	1-4

actors and educators on relevant topics	delivering more than 4000 meals daily with their sustainability challenges. 2024 workshops are under planning.		
Experts in team (Future food)	The annual multidisciplinary master course on Future food, launched in 2023, became 100% virtual in 2024. Students from >20 different study programs work with wicked problems using a set of selected co-creation tools after inspiration lectures from selected food businesses.	Students (industry invited)	1-4
Student internship	Annual 5-month internship for bachelor students (>8 new businesses recruited in the last two years). >100 food actors located in Norway (and some in Europe) are approved for hosting students through an internship program where students are supervised regularly by a faculty member and host representative. Annually, the students organize a debate around a food challenge with the other students during their internship period. >10 food sectors are represented as hosts (meat, dairy, vegetable, fish, cereals, snacks, research, authority...). NTNU also annually train students (2-5) from EU (Germany, the Netherlands, France, Denmark etc.).	Students and food actors	1-5
Brohode havbruk	Brohode Conference is held annually for pupils and students, meeting industry, researchers, and stakeholders. The editions held in 2023 were in Frøya. It focused on how fish, the environment and society could benefit from aquaculture.	Students, industry, educators, and policy actors	1, 3
Industry involved in student programs	Guest lecturers from the industry are widely used in various relevant study programs, such as: <ul style="list-style-type: none"> <li>- Bachelor and master studies in food science, technology, and sustainability</li> <li>- Biotechnology</li> <li>- Industrial chemistry</li> <li>- Biology</li> <li>- Master in Ocean resources</li> <li>- Bachelor in Aquaculture engineering</li> <li>- Bachelor in Bio-marine resources</li> </ul>	Students, food actors	1-6
<b>REGIONAL INITIATIVES</b>			
Regional food manifesto	The regional food manifesto was signed by the NTNU rector (summer 2023) committing the university to several of the regional food goals such as providing food knowledge to the region.	Citizens	1-6
Food festival	Every year, including festivals in the district in 2020-2023. Throughout the event 250 000 people visit the festival sampling the vast array of flavors of the more than 200 local food producers present at the food festival. NTNU has been involved in the organization through board membership, as a host during the festival days meeting citizens and food businesses, communicating children's food activities for the visitors and as keynote speaker during the festival conference.	Citizens	1-6
Brewery festival	Annual. Here you can find a variety of hand-crafted beer, many with locally grown and foraged ingredients and in traditional and creative forms. There are also other types of brews; cider made from apples and fruit harvested from Norwegian orchards on the west coast, as well as mead. There is also the brew of coffee, presenting local coffee roasting companies. NTNU has been involved in the organization through board membership and as host during the festival days meeting citizens and brewers.	Citizens	1-6

Food conference	At the same time as the food festival (NTNU Partner and presentation) NTNU has been a partner in organizing the conference.	Professionals	1-6
Norway Seafood Conference	Partner. This conference has now become an annual event and in 2024 the conference has focused on the decline in seafood consumption among young people. "Seafood 2024 – The future of seafood" NTNU in the organizing committee, responsible for the scientific part (with food businesses and R&D institutes), chairing sessions, demonstrating research, participating in debates, and presenting a student survey on seafood consumption (March 2024). <a href="https://norwayseafoodfestival.no/en/aktuelt/conference-future-of-the-seafood/">https://norwayseafoodfestival.no/en/aktuelt/conference-future-of-the-seafood/</a> .	Professionals	1-6
Norway Seafood Festival	Partner. This festival has now become an annual event and is very successful <a href="https://norwayseafoodfestival.no/">https://norwayseafoodfestival.no/</a> . In 2024 we included the Children Seafood Festival. <a href="https://norwayseafoodfestival.no/en/children-seafood-festival/">https://norwayseafoodfestival.no/en/children-seafood-festival/</a> NTNU was involved in planning and communicating the event.	Citizens and food actors	1-6
NM (Norwegian Championship) in seafood	National competition. NM Seafood (national championship on different product categories) is organized every second year as a competition for seafood businesses. NTNU is responsible for the scientific part and is hosting the event in the food science laboratories. Further, NTNU is represented as evaluators and in the strategic group for planning these competitions.	Industry	5,6
>30 student groups with industry pr year (student thesis)	> 30 student projects (bachelor and master level) are performed with food industry challenges and co-supervision from industry representatives. Moreover, industry projects are done with our research partners such as e.g. SINTEF and Nofima	Industry, students, educators	3,5,6
Agriforsk	Created as a means for primary agriculture producers (farmers) to become more involved in Research and development.	Farmers, researchers	6
<b>INTERNATIONAL ACTIVITIES</b>			
Organization committees for European Food Forum	European Food Forum organizes 10-15 debates annually on Farm to Fork topics that need more knowledge and from different perspectives. NTNU participates in the selection of topics, organizing committees, presentations and debates. In 2023 we participated in a Code of Conduct for the forum.	Food actors, policymakers, researchers	1-6
Conference: European Green conference	Partner in a new international conference, organizing committee, key-notes, and panel debates in 2023.	Food actors, Researchers	6
Student innovation training school	Annually for international students on sustainable food systems. In 2021 and 2022, 2023 particularly on resource utilisation	Students	2,4,6
Worlds Cheese Award Trondheim 2023	NTNU was involved as a sponsor and had a stand with sensory analysis of cheese.	Businesses, citizens	5-6
Bocuse d'Or Europe 2024 in Trondheim (chef competition) and food exhibition	NTNU were indirectly involved in the parallel food exhibition through its shares in the food network and by arranging the seafood festival the same week.	Citizen, food actors	5-7

RESEARCH PROJECTS (selected)			
Up4Food	Coordinator. A new project aiming to improve the utilization of side streams from 3 important value chains in Europe (2024-2027) with different nations involved. [JPI HDHL "FOODRETEC"]	Research, Industry	1-7
ComMEATted	Co-Project manager A new project ComMEATted - Committed to the responsible development of meat replacement products and practices: comparing multidimensional barriers and potentials in European countries [JPI HDHL "FOODRETEC"] (2024-2027)	Research, Industry, citizens	1-7
MEATigation	Coordinator. A project which explores how meat is embedded in Norwegian food practices and identifies ways to promote sustainable meat-use in Norway. In 2023 there are several activities for citizens including the exhibition "Less meat more meat". (2020-2024)	Research, Industry, citizens	1,4
SUPREME	Partner. A project working to increase utilisation and value creation from residual raw materials from whitefish by developing solutions for onboard handling, logistics and processing of ingredients from residual raw materials from the ocean-going fishing fleet.	Research, Industry	1,2,4
OMEGA	Partner. A national project aimed to increase the use of processing side streams for healthy food ingredients (circularity and food fortification)	Research, industry	1,2,4
I FOODnet	NTNU arranged 1-week Training Schools for international students in November 2021 (digital) and November 2022 (Tokyo), October 2023 (Stavanger)	Students, PhDs, educators	1-6
Regional project	Partner in Sustainable food. Collaboration between the main research institutes in the region. NTNU (E. Falch) chairing the regional innovation team comprising 10 different food actors using innovation methodology to target the ways to become more sustainable. >120 food actors involved.	Researchers, food actors	1-6
New project proposals	NTNU has been active in applying for several research projects as coordinator and partner in 2021-2024 on national, regional, and European level. The main topics are improved resource utilization.	Researchers, food businesses	2,4,6
ERA-NET project (2021-2024) "CLIMAQUA"	Partner. "CLIMAQUA" Establishing an innovative and transnational feed production approach for reduced climate impact of the aquaculture sector and food supply". NRC Project No. 327695	Research, Industry	2,4,6
BlueBio ERA-NET project "IMPRESSIVE"	Coordinator. "IMPRESSIVE - Improved Processing to Enhance Seafood Sidestream Valorization and Exploration" (2022-2026), project number 341732.	Research, Industry	2,4,6
BlueBioProfius	Partner. The aim of BlueBioProfius is to address challenges in the supply chain related to lumpfish (roe and carcass) and tuna side-streams by developing preservation solutions for maintaining quality and improving utilization of the entire biomass.	Research, industry	2,4
Susfood Eranet PROVIDE	Partner. <b>PROVIDE</b> "protein and biomolecule sources for nutritional security and biodiversity of bakery products in a circular food system". <b>PROVIDE focuses on the valorization of food transformation industry by-products.</b>	Research, industry	1,2,4

EUROPEAN PLATFORMS AND NETWORKS			
European Food Forum	NTNU Food Forum (E. Falch) is a member of the Management board (vice president from 2020-2023) and in the steering committee. Elected as a board member of these two boards also for the next period (2023-2026).	Food actors, NGOs, policy, researchers, educators.	6
JPI - HDHL	JPI HDHL (A healthy diet for a healthy life) partnership. E. Falch was a member of the Scientific Advisory Board till 2023. Contributing to Strategic Research Agenda, action plans, shaping of research calls, chairing scientific experts, and chairing stakeholder workshops.	Food actors, researchers	1,2,4,6
EU platform on Food losses and food waste (FLW)	Application. NTNU are now on the reserve list of suitable candidates that may be used to appoint replacement for the EU platform on Food losses and food waste 2022-2026.	Food actors	2,4,6

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